The US is a melting pot of various social, economic, cultural, ethnic and religious backgrounds. KLOVE offers a format that is committed to none of them. Having a paid advertiser would only serve the party with the most money, which completely destroys the basis of the program. The listeners who pay to support KLOVE are no different than supporters of Public Broadcasting. It is an open forum where the supporters (the end customer) have a say in what is broadcast. Paid advertisers would be the voices dictating KLOVE's format. Do not pull their license.